

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



Part 3 Analysis & Recommendations

POWELL COUNTY

Version 1
August 2013

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INTRODUCTION

Montana's overarching substance abuse prevention strategy is based on the public health approach to reducing substance use by focusing on preventing health problems and promoting healthy living for whole populations.

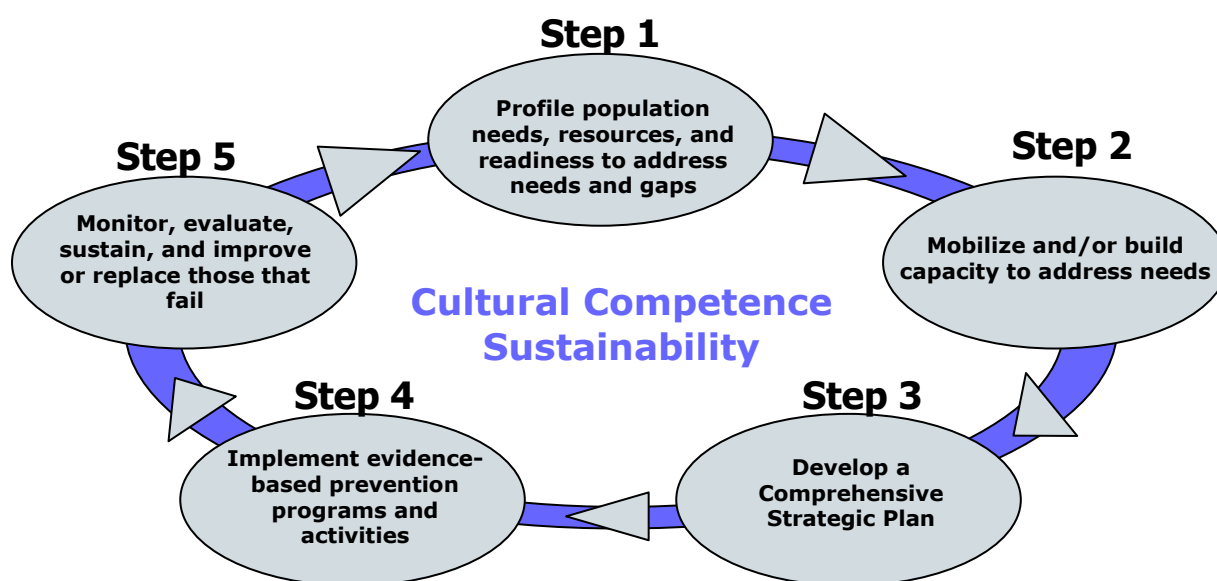
Montana utilizes a State Epidemiological Workgroup (SEW) to collect and review state-wide data and prioritize areas most in need for prevention efforts. Based on this data, specific recommendations have been made to support the importance of planning to ensure substance abuse and targeted mental and behavioral health prevention goals are met. Based on the comprehensive data collected by the SEW, the identified substance abuse prevention priorities are:

1. Underage Drinking
2. Binge Drinking
3. Drinking and Driving
4. Riding with a Driver who is Drinking
5. Prescription Drug Misuse and Abuse

The public health approach identifies trends in a population as they relate to substance use and abuse thereby targeting prevention activities at an environmental level verses an individual or person-centered level. Therefore, a key element in this process is the use of epidemiological data to describe the extent and consequences of substance use within and across populations.

Montana uses the Strategic Prevention Framework (SPF) process (Figure 1) in order to **answer the public health questions** and **determine what environmental interventions will be most effective** for addressing the specific problems in a community.

Figure 1: Five Steps of the Strategic Prevention Framework Process



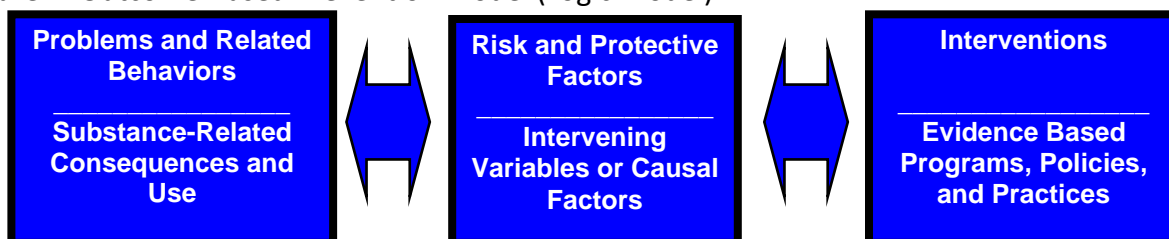
To complete the SPF step one, **Assessment**, a local needs assessment will need to be completed at the county level. This will involve gathering data to illuminate the problem(s) and the causal area(s) that contribute to the problems. This is achieved by answering a series of questions. Most of the data you gather will exist in various data sources, but you will also have to do some original research. Data gathering activities will include:

- Compiling existing survey results
- Original data collection
- Interviews with key partners and stakeholders

Outcome-Based Prevention (Logic Model)

The foundation of the Strategic Prevention Framework (SPF) process is illustrated by the outcome-based prevention model, seen in Figure 2.

Figure 2: Outcome-Based Prevention Model (Logic Model)



In this model, a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems and chooses evidence-based policies, practices and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help Montana communities go through the outcome-based prevention model. The first step is to complete a comprehensive local needs assessment in each county or reservation. This will help communities accurately assess local alcohol-related and prescription drug-related problems using epidemiological and other relevant data and understand the environmental factors that influence these problems. To be effective, one person in a community should not complete this workbook. Instead, community partners should work together to complete the workbook. The data collect will address the following problems;

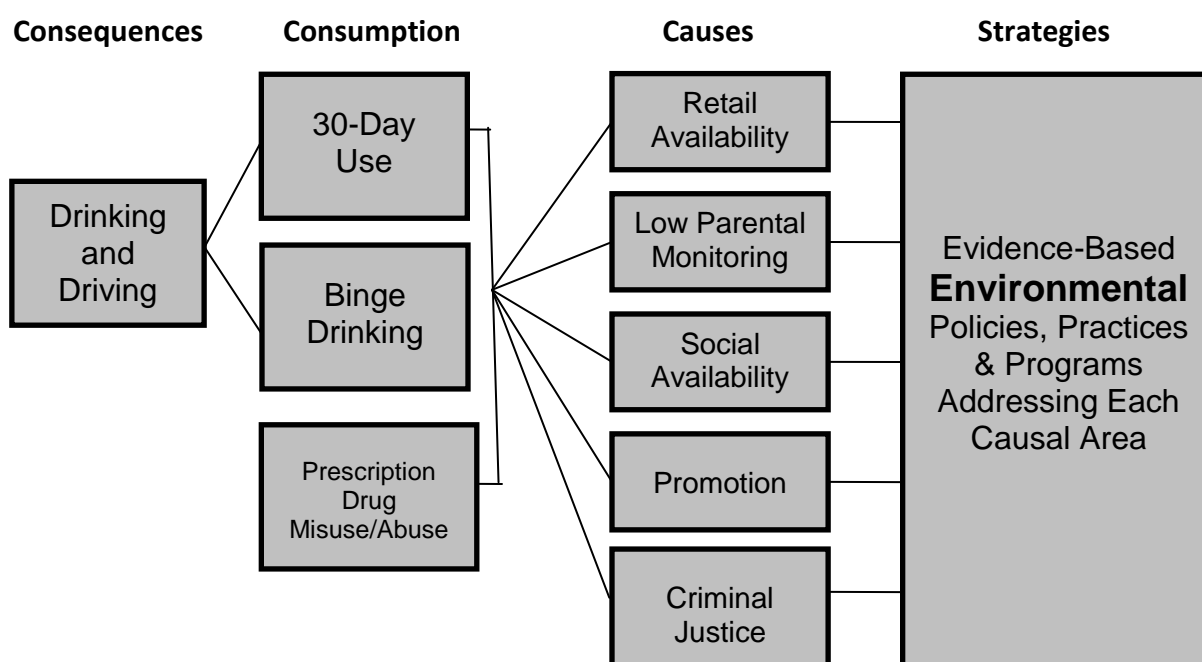
Problems to be addressed

1. *Underage drinking ages 12- 21.*
2. *Binge drinking with an emphasis on youth under age 21.*
3. *Drinking and driving with an emphasis on youth under age 21.*
4. *Riding with a driver who is drinking with an emphasis on youth under age 21.*
5. *Misuse and Abuse of Prescription Drugs with an emphasis on ages 12-25.*

The environmental factors contributing to the problems may vary from community to community and, therefore, require differing responses (environmental solutions). Part 3 of this workbook (Analysis and Recommendations) will provide a foundation for determining which environmental solutions are best suited to meet the unique needs of your community.

Tasks that follow reflect the outcome-based prevention model and recent research detailing the causal areas of substance abuse problems. There are four major sections (problems, causes, prioritization and resource assessment). Within each there are data to collect and questions to answer. The following model has been expanded to reflect solutions that are evidence-based and environmental, as illustrated in Figure 3.

Figure 3: Outcome-Based Prevention Model



Each county or reservation should complete the following tasks in order to better understand the problems and influences surrounding prescription drug use, drinking, and drinking and driving in their community. This will lead to focused mobilization and capacity building, as well as aid in the prioritization of evidence-based **environmental** strategies within the community's strategic plan.

*Binge drinking refers to having five or more drinks within approximately two hours for men and four or more drinks within approximately two hours for women (NIAAA).

Collection of Existing Survey Results

Upon completion of gathering the local data (Part 2-Local Data), each county will receive census data, recently published survey data, and archival data for their individual county (Part 1 – National, State, County Data). Using Part 1 and Part 2 of the Data Workbook, communities will complete Part 3 (Analysis and Recommendations) to develop work plans for multiple funding sources. The data workbook will be updated in the spring of each year.

In addition to the existing data sources that are specifically outlined in Part 1 of the Data Workbook, local data (Part 2) unique to your community can be used enhance your community's understanding of the problems and aid in identifying environmental strategies. For instance, many community colleges may have results from the National College Health Assessment (NCHA). In addition, your community may have already gathered survey results from businesses, local law enforcement or youth that may help in the needs assessment.

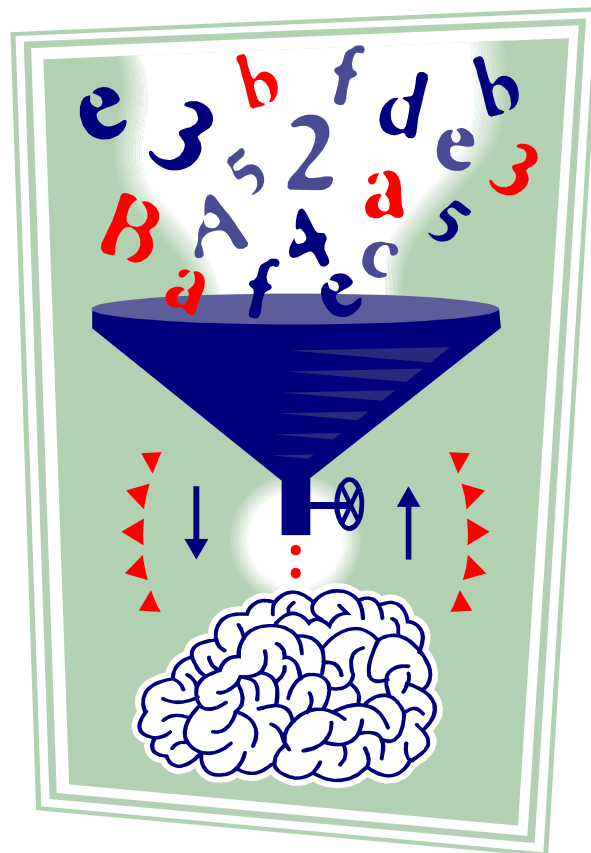
Interviews with Law Enforcement Officials and Medical Personnel

You will need to interview key officials from law enforcement and the medical field that serves your community to get a better picture of the problems associated with prescription drug use, drinking, and drinking and driving in your community. Information and tools for conducting these interviews is provided in the Appendices.

Collection of Original Data

In several areas of this workbook you will be asked to compile very specific information. This data collection will include such things as counting the number of buildings which advertise alcohol, or counting the number of events where alcohol companies or distributors are sponsors. The point of this data collection is to gather information directly from your community by observation or library research. In all cases, the original data collection process is explained in detail. You will also need to collect data from local hospital, pharmacies and medical prescribers along with school officials. A list of the requested data needed is provided in the appropriate sections.

Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Powell County, the rate of alcohol related crashes per 100,000 people fluctuates from year to year – some being higher than the state average, and some being considerably lower than the state average. In 2008 and 2010, the average rate per 100,000 people involved in alcohol related crashes was 85.28 and 42.67. This is compared to the state rate of 170.11 per 100,000(2008) and 137.0 per 100,000(2010). However, 2009, 2011 and 2012, Powell County was above the state rate in alcohol related crashes. In 2009 Powell Co. 155.08 per 100,000 while the state rate per 100,000 was 138.32. In 2011 Powell Co. rate per 100,000 was 127.59 while the State rate per 100,000 was 127.28, just slightly lower. In 2012 Powell Co. registered 211.92 per 100,000 and the State data at 144.13 per 100,000.

It is hard to say for sure why there is the fluctuation. The local DUI Task Force was established in 2008 and there have been several efforts put in to place to gain traction and community involvement in the coalition. The City of Deer Lodge passed an ordinance in 2010 requiring all liquor license establishments to be trained in an alcohol server training course. This was done before the state-wide mandate.

In regards to alcohol related crashes with fatalities, with the exception of 2008 and 2011, Powell County is reported to be higher than the state rate when looking at the rate per 100,000 people. In 2012, there the rate per 100,000 was 70.64 while the state average per 100,000 people was at 8.60.

There is also a fluctuation in data for this as well – but it is pretty consistent that Powell County averages higher than the state average for alcohol related crashes and fatalities.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

On average, Powell County reports that the issue of driving vehicles after drinking among students is a bigger problem than what the state average shows. However, while Powell County does show the average as being higher than the state average, it has also been decreasing over the last several years. In 2008, Powell County showed a rate of 16.0%. In 2010, that dropped to 11.9% and dropped again in 2012 to a 10.0%.

This decrease may be in part due to the continued education and efforts of community members and coalitions, like the DUI Task Force to impact the young drivers. There are several groups around the community who contribute to the message of not drinking and driving.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does underage drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The issue of students riding in cars driven by someone who has been drinking is also a bigger problem in Powell County than it is in the state. Typically, Powell County is above the state average nearly every year. However, when looking at just Powell County data, it does appear that, overall, there is a decrease in the number of students reporting such behavior. In 2008, Powell County was at 37.3%. In 2010, the data shows a drop down to 34.5% and another drop to 19.9% in 2012. From 2008 to 2010, the same class reported staying at about 26.7% riding in cars with someone who has been drinking. By the time those same students were in 12th grade, it did increase to 32.5%.

According to other data collected, when speaking with some of these students, some say there are many times that they really don't know if the person they are riding with has been using any substances. Even though they don't know for sure, they say that it is entirely possible the operator of the vehicle may have been using prior to picking them up.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

These issues are having a great impact on the community. While the data shows a decline in the problem, the averages are still very high and are costing the small community greatly. There appears to be a great deal of acceptance of the behaviors listed above and many people in the community have chosen to ignore it and hope it will go away. There are others who cast the blame on local law enforcement or city/county officials as to being the ones to blame for the issues.

When speaking with community members, the general consensus is there is a problem. The dispute is on how severe the issues are and what can be done about them.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking among youth in Powell County continues to run higher than the state average, typically. While there seems to be a drop in the student's binges drinking from 8th to 10th grade, it jumps back up by the time they reach 12th grade. There was a decline in 2012, but that is most likely due to the 8th grade not submitting the PNA. The 2008 data for Powell County shows that the 8th grade population is at 15%, 10th grade at 32% and 12th grade at 32.8% which are higher than the State wide data for the same timeframe with the exception of 12th grade. The state results are as follows for 2008 8th grade 11% 10th grade 25.7%. The data for 2010 reveals for the county 26.3% for 8th grade (state was 10.9%) 11.7% for 10th grade (state was 21.0%) and 29.8% for 12th grade (state was 32.4%). In 2012 the 8th grade county population did not submit the PNA while the state result was 10%, 10th grade county wide was 25% and state wide was 21.7%, 12th grade county wide was 35.1% and state wide at 32.8%. The only clear pattern seems to be the total percentages of the grades. 2008 local data is 26.6% while state data shows 24.5%,

this compared to 2010 county wide at 22.6% and state wide at 21.4%, and 2012 local data is 20.0% and state wide at 21.2%

According to local data done through interviews, the rate of youth binge drinking seems to continue to be a problem with no interventions in place to significantly bring the issue in decline. Several MIP's from the area report a BAC of almost a .3 and still report being able to function and remember the night. Although there have been reports of alcohol poisoning being treated at the local hospital – that is 2nd hand information, no actual hospital report was every provided – the area youth still don't view binge drinking as a danger.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There is no county data provided from the BRFSS on this. However, interviews with local law enforcement and establishments, as well as citizens, indicate that adult binge drinking is also very high and a contributor to the high rate of drinking and driving incidents – even those not sited. One parent shared a story about she feels the reason 'we' have kids is so they can pick us up from the bar to drive us home when we are too drunk.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

On average, Powell County continues to show a pattern of having a bigger problem than the state average. While there are some drops in reported use from one testing year to the next, they continue to generally be higher than the state average.

When speaking with youth about drinking in their area, they do perceive that everyone is doing it and that it is acceptable. Many have expressed frustration with those who they feel get off without any consequence – from parents, law enforcement, school or coaches. Students have also reported that when they are taking the MPNA, the often report not using in the last 30 days because of the month that the MPNA asks. Reports have been that the most drinking occurs later in spring and into the summer while the beginning part of the year (January through March) many of them are focusing on other extra-curricular activities. There are others who also report consuming alcohol in the school parking lot on lunch break and not being confronted. Past 30 day use in 2008 for local data was 46.2% compared to the state at 38.4%. In 2010 the data remains nearly the same at 40.0% locally and 35.0% state wide. In 2012 there was a significant decrease in local total percentage to 28.2% while the state wide data shows a slight increase to 35.1%

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Powell County appears to have a bigger problem than the state average with prescription drug abuse. The issue that was brought to our attention is the definition of prescription drug abuse. Many people interviewed didn't know what constituted prescription medication abuse and many admit to sharing prescriptions with friends and family and don't see what's wrong with it.

In 2013, Powell County did install a permanent prescription drug drop box and within 2 months, over 65 pounds of medications were emptied out of it. Local law enforcement and prosecutors report this is a very significant problem. Local data from 2008 was 6.0% while the state did not collect this data. In 2010 locally the percentage was 7.8% versus the state data at 4.0% and 2012 locally 3.3% and state wide at 3.5%. Happily the biggest trend is locally with quite a drop from 2010 to 2012

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

The impact to the community seems to be great. There is a general consensus of community members that the problem is too big to do anything about. There is a lack of trust in law enforcement, as well as a lack of man-power in law enforcement. Several people interviewed stated it's a way of life and prevention efforts are making a big deal out of nothing. There are little to no news reports on alcohol or drug related deaths or assaults – so it gives the perception to others that there isn't a problem in the area. However, when speaking with the victim's advocate, law enforcement and prosecutors, the problem is very large and there is little they are able to do with the resources they have.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Powell County's problem, according to the MPNA data, is about the same as the state average. 2008 locally 75.0% and state at 80.3%. 2010 locally 61.9% and state 64.4% versus 2012 locally 81.7% and state wide. In 2012, students report their parent's disapproval as greater than the state average. When conducting interviews, many parents felt that it's not a big deal because

they turned out fine and they drank. Others reported that if they didn't let their children drink, they would do it anyway and be unsafe about it. When talking to some students, they stated that their parents don't care either way or even drink with them. Some students even stated that their parent's disapproval didn't really matter to them.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Powell County, students perceive most of their peers disapprove of drug and alcohol use. That disapproval rating is often a little higher than the state average. In 2008 the total county wide percentage was 56.6% while the state was at 55.8%, 2010 the county was at 61.9% and the state data at 64.4%, while in 2012 the local data is 38.4% and the state data remains consistently higher than the local data at 66.7%

During interviews on this topic, the students talked to stated that when they get the question, they state it's more "shunned" for them to do drugs but accepted for them to do alcohol. So while the rating appears to be more disapproval for use, if it's broken down further, there's far less disapproval for alcohol use than drug use.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

There seems to be an increased number of Powell County Students who believe it is wrong to drink alcohol. While that number is still less than the state average, there was still a jump in awareness in 2010. 2008-2012 percentages as follows for Powell and statewide data. 2008 8th grade locally 76.7 %, (state 80.8%) 10th graders locally 30.0% (state 68.6%) 12th grade 37.7% locally (state 59.2%) of students who believe that it's wrong to drink alcohol. 2010 data locally 74.4% while state wide 77.3% of 8th graders believe it is wrong to consume alcohol . Compared to the 10th grade class 72.4% locally and 66.9% statewide versus the 2012 data of 8th graders locally 0.0% reporting statewide 76.9%, 10th grade locally 58.0% state 68.9% and 12th grade locally 50.0% state 69.0%.

In 2010, the number of students who thought drinking alcohol was wrong had a significant increase. This could be, in part to the increased prevention efforts that were going on in the community during that time.

As prevention efforts pulled back, reportedly due to funding, it's seen in 2012 a large jump back to above state average for believing drinking is cool. 2008 data averages locally are 38.5% (state 37.9%), 2010 locally 24.1% (state 25.4%) and 2012 locally 23.1% (state 23.5%) of students believe it's cool to drink on a regular basis

There are also fewer students who believe there is risk or harm for drinking one to two drinks every day. 2008 average percentage was 58% locally and 61.2% state wide, compared to 2010 data of 62.7% locally and 64.4% state wide. The 2012 data is as follows 44.8% locally and 64.1% statewide. A consistent increase for state wide data not locally.

There is also an increasing number of students who perceive risk or harm from drinking five or more alcoholic drinks every weekend, but that is still typically below the state average. 2008 local data 67% state 73.9%, 2010 locally 55.2% state wide 75.9% and 2012 locally 82% with the state at 76.0%.

Locally there are also significantly fewer students to believe their neighbors think it's wrong for students to drink. 2008 locally 57.2% state 71.9%, 2010 locally 63.7% state 67.6% and finally in 2012 locally 68.8% and state at 69.1%. By 2012, about half of the students in 10th and 12th grade had this belief about neighbors.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Very few students report having talked with a parent about the dangers of alcohol and drug use. That number is decreasing significantly for Powell County, from 2008 to 2012 – starting out at 35.3% and by 2012, being at 10.7%. Compared to the State data which is consistently higher than the local data, the State wide data reveals 62.1% of students in 2008 have talked to their parents about the dangers of alcohol and drugs. This compared to a slight drop in 2012 of 61.0% of state wide students reporting they have talked to their parents about drugs and alcohol dangers.

Parents who were asked about this topic stated they felt they got enough messages from school and media. They also reported that they didn't know what they should say or how to start that conversation.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences

There are very few students who believe alcohol causes financial, legal or emotional problems. According to the MPNA data, the percentage for 2008 is less than 5 % (actual 3.3%) of Powell County students. That is compared to the state percentage of 10.2% for 2008.

While both state (8.6%) and locally (2.9%) showed a significant decline in percentage in 2010. A large jump in percentage was noted in 2012 locally (33.3% with only the 8th grade class reporting in that year) while the state data saw a smaller increase to 8.9%.

When speaking to community members about the issue, many revealed a lack of accountability on part of probation and parole – especially regarding juvenile probation. Several specifically stated that community service isn’t monitored and there is no follow-through with consequences. With little to no media coverage on actual negative consequences of alcohol and drug use, it’s not widely publicized what the dangers are.

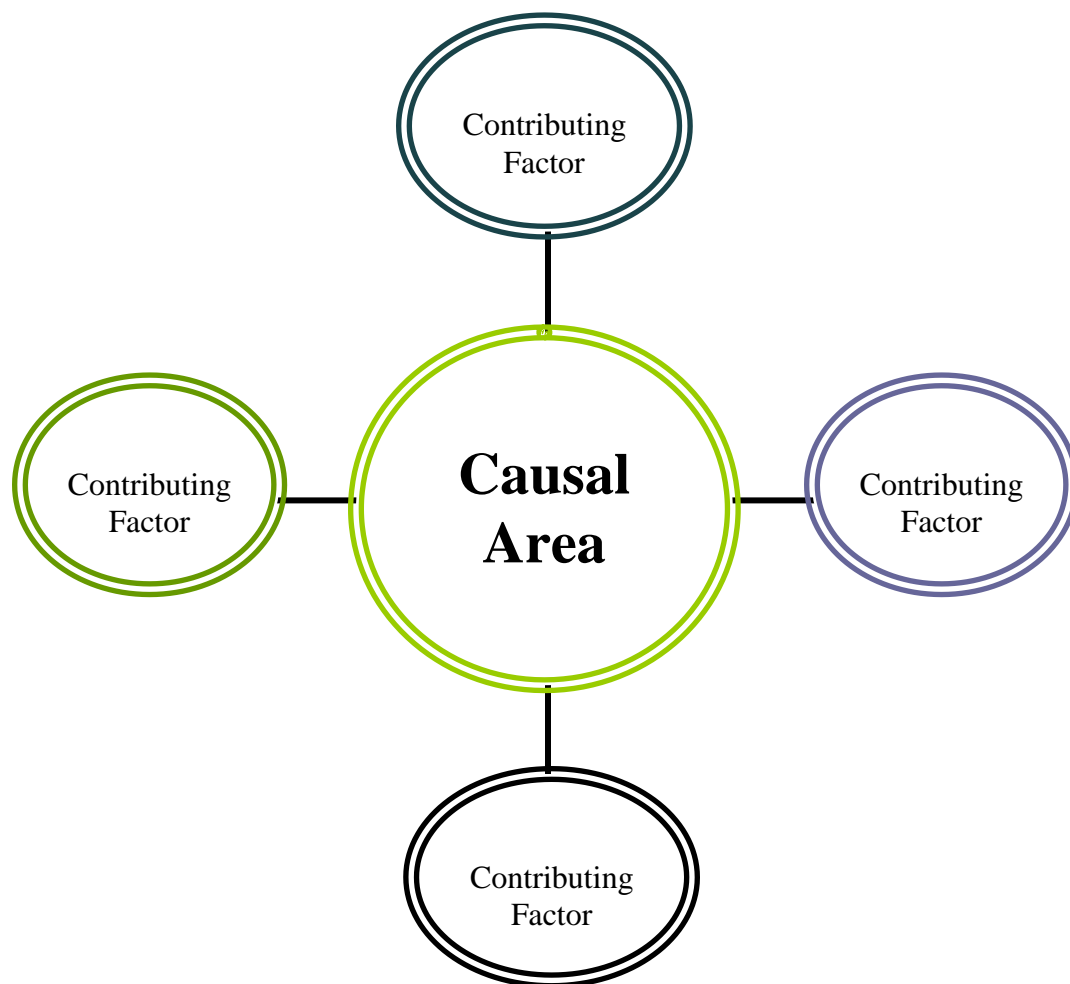
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

According to the data for Powell County, there is severe risk to the community for continued substance abuse and use problems. While the community has increased support services – now offering NA and AA meetings, along with Al-Anon, there’s little in place for long-term, evidence-based prevention to deter the continued increase in problems.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

Environmental Causal Area

In this section you will conduct an environmental assessment of your community by collecting data related to environmental factors known to impact underage drinking, binge drinking, drinking and driving within communities and prescription drug misuse/abuse. It will be necessary to collect data from several sources, including a review of your local media over a defined period and through face-to-face interviews with your local law enforcement agencies. It will be necessary to collect data related to four casual areas:

- Retail Availability and Accessibility of Alcohol
- Criminal Justice System, including Law Enforcement
- Social Availability of Alcohol
- Promotion of Alcohol

In addition to collecting the defined information, communities may also identify other relevant data unique to their community for inclusion in this process. Because some of the data collection in this section is based on personal perception, it is very important that multiple individuals contribute to the data collection process to ensure the results are reasonably representative of the community.

When you have completed this section you will have a thorough understanding of the environmental factors influencing binge drinking, underage drinking, drinking/driving and riding with a driver who is drinking and prescription drug misuse/abuse by youth within your community. The information collected in this section will have two purposes:

1. Support selection of evidence-based environmental prevention strategies that will produce the greatest impact on binge drinking, underage drinking, drinking and driving/riding with a driver who is drinking and prescription drug misuse/abuse by youth in your community.
2. Provide necessary input to the environmental prevention implementation plan for your community.

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Powell County, according to state data, has never done a compliance check. There was one conducted in 2010, but the results were not reported to the state. Since that time, several attempts have been made to coordinate regular compliance checks, but those attempts have been unsuccessful. Funding was obtained to assist law enforcement with the costs of conducting such an operation, but those funds were never used. When speaking with law enforcement, they indicated that it's an issue with man power. There are very few members of the police department and sheriff's office and they can't spare the 8-10 hours for any given officer to be off their patrol to do the necessary paperwork.

The local DUI Task Force has been working to resolve this issue – even approaching the reserve deputies to do the checks. To date, nothing has been established and scheduled.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, conduct them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

The lack of compliance checks in the community has a direct effect on the level of binge drinking and drinking and driving around Powell County. When community members are indicating their frustration with the lack of accountability and follow-through with charges or stating they see people getting off the hook for this behavior, they start to not trust the system. Surveys indicated many people claiming to see stores and bars serving and providing alcohol to youth and even indicated locations of parties. But there are a disproportionate number of DUI and MIP citations that go through the state approved out-patient facility for the state's required education curriculum.

Alcohol Seller/Server Training

The selling or serving of alcohol to minors and the continued sales or service of alcohol to someone who is intoxicated can contribute to the misuse of alcohol in your community. Most communities offer free training on a periodic basis to individuals who sell or serve alcohol in a business establishment. The general accessibility of alcohol can be significantly impacted by the practices of alcohol establishments.

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in Table 2-4. How do the number of RBSS trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Powell County passed an ordinance in 2010 that required all servers and sellers in the City of Deer Lodge to have a server training course. This was before the state-required server training law was in effect. As a result, the number of RBSS trainings increased drastically between 2010 and 2011. From 2012 to current, there has been little training, though several have been offered. Now that the 3-year-term is almost expired for the first certifications, there has been an increase in the number of establishments requesting a server training course.

Powell County doesn't show a significant growth in the number of liquor licenses available around the community. It seems to stay pretty steady and consistent.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Powell County does hold RBSS trainings.

Retail Availability Questions

QUESTION 20 Based on information gathered about liquor licenses, alcohol compliance checks, RBSS training and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

Establishments report a very few number of fake or altered ID's to obtain alcohol. Most stores indicate that they see the problem being older friends/family or parents providing alcohol to those underage.

Youth report knowing what bars they can get away with drinking in and what other bars they can go to in order to obtain pills and other drugs. None of the people surveyed have ever heard of anyone being cited for over-service and many servers have expressed the opinion that it's not up to them to cut someone off – the patron should be responsible for their own actions. Some have also expressed concern for their employment if they cut someone off.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	X	10	

Based on the above data and key informant reports retail availability seems to be one of the larger issues for Powell County. There are a large numbers of outlets to purchase alcohol in Powell County but many key informant interviews state that many of age youth are purchasing for younger youth. Thus youth are driving and drinking or binge drinking so that they are not getting caught by parents or older adults.

CRIMINAL JUSTICE – PART 1

The next causal area included in your community environmental assessment has to do with the criminal justice system, which includes the court system and all types of law enforcement (City Police, Sheriff or Deputy, Tribal Law Enforcement, Forrest Service, Park Service, University Police, others). This will require 'on-the-ground' data collection on your part.

Conviction Rates

To understand how the criminal justice system in your community addresses binge drinking and drinking and driving, you will need to visit the clerk of court for all circuit courts in your community. Each clerk should be able to provide you a listing of the cases filed in 2006 for the alcohol-related crimes listed below. Communities with active DUI Task Forces may also be a source for some of the data.

QUESTION 22 Conviction Rates

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

Much of the data for this was not provided. The county provided some information of a total of 155 filings. There has been no information provided on the number dismissed, the numbers plead down, number guilty or the conviction percent. In the last couple months, the city fired the city attorney and is in the process of hiring a new one.

QUESTION 23

Based on Table 2-5, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others. What does this suggest about binge drinking or drinking and driving within your community?

Insufficient data

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forrest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

They are not pursuing any extra efforts at this time due to a lack of man-power. Per key informant interviews "they do the best with what they have". This is understood to be the officers are doing all that is possible for such a large county and so few officers. The DUI task force is currently addressing the efforts with local advertising at community events, promoting Let's Control It and assisting with education for community members.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

They are not pursuing any extra efforts at this time due to a lack of man-power. Compliance checks, shoulder tap operations and educational opportunities are not being perused due to the lack of resources.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

Per key informant interview, the limited number of ordinances that exist in the community are reported to not be consistently enforced, is not visible in the community and most law enforcement are now instructed to not enforce the issues of drinking and driving. This is due to the lack of staff and the possible man hours. Sadly many are not enforcing underage drinking laws and are not actively pursuing reports of drunk drivers.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

A Social-Host ordinance would be beneficial if it was able to be enforced. Also an ordinance for server/seller licensing would also help as it would put more responsibility of over-service on the individual server/seller instead of just the establishment.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions

QUESTION 28

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Key informant interviews and local opinion appears to reveal that there is a general distrust for the criminal justice system in Powell County. Some blame the law enforcement. Others blame probation/parole. And some also blame for prosecutors. There is evidence of there being few with the opinion that drinking and drug use are totally bad and have negative consequences. It's just not seen in Powell County. The separation of the county and city police departments does not seem to be helping to resolve the issues. Communication among the departments is strained. The lack of man power and resources does contribute to the above data.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact												Major impact
0	1	2	3	4	5	6	7	X	9	10		

The criminal justice system is not contributing to binge drinking but rather are deterring the community from binge drinking and driving.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

Environmental Assessment Data

At this point in time, limited data is available to support a thorough environmental community assessment of Social Availability as a causal factor. More data will be available in 2008 from a state-wide survey of public perceptions and opinions related to alcohol-related issues, including social availability of alcohol within your community. In addition, a survey of youth attending the Minor in Possession (MIP) Program will begin soon with data available by mid-2008. Survey topics include where/how they obtained alcohol.

In the interim, several alternative sources of data are available to review and discuss as a basis for determining the relative importance of Social Availability to binge drinking and drinking and driving in your community. Suggested alternative data sources include:

- The perceptions of law enforcement representatives from the Key Law Enforcement Interviews (in the Criminal Justice section) related to MIP's and sources of alcohol for underage youth.
- Have several individuals contributing to this assessment complete the Preliminary Public Opinion Survey for Social Availability of Alcohol (provided in Appendix D) and then discuss the responses.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Many students in Powell County do not believe they will be caught for drinking by police and only about half of them believe they will be caught by their parents. On average, fewer

students in Powell County believe they will be caught compared to students across Montana. In 2008 the percentage of students in Powell Co. that thought they would be caught was 19.1%, while the state percentage was slightly higher at 23.2%. The 2012 data appears to show that students in Powell Co. think there is less likely they would be caught by the police in 2012 than they did in 2008. As stated above the 2008 percentage was 19.1% and 2012 was 13.3% a marginal decrease. While the State number continue to increase, 2008 was 23.2% and 2012 was at 26.2%. While this appears to be a state wide issue it seems to be a little more prevalent in Powell Co.

Students interviewed stated that even if they are caught, there are very little consequences for the behavior.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

There are many contributing factors for the rate of drinking and driving and binge drinking in Powell County. There are few parents who have an open dialogue with their students as to what the dangers are for consuming alcohol or using drugs. There are also fewer consequences for various reasons through the justice system. Basically, the community norm appears to be we may know the dangers and the risk but they don't believe it will happen to our community or don't believe they would ever be caught.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact		Major impact
0	1	2
3	4	5
6	7	8
9	X	

The excessive amount of possible vendors coupled with the belief that it is ok to drinking excessively led youth to believe that it is ok to consume alcohol.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data

collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

Advertising for alcohol is excessive in Powell County. Many restaurants and bars are sponsors for youth events as well as community events. There are also a large number of neon signs, drink specials, and other advertisements hanging in the windows of most of the establishments around Powell County specifically for alcohol. Most of the community events are centered on alcohol consumption; and more so around excessive alcohol consumption.

Of the 90 buildings counted in the City of Deer Lodge, 17 of them had advertisements for alcohol and of those 10 had more than 3 signs – and most of those had more than 7 signs for one establishment.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

There is not much advertising in any given week in the local print media and the articles are even scarcer. Most of the print media around alcohol advertising is bars sponsoring the school lunch menu or the high school sports pages or the “kids page”. Some casinos advertise drink specials, as well.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

It seems there are little to no news articles directed towards alcohol use or binge drinking. The extent typically is the police blotter that’s printed every week. There are rarely any articles on the dangers, the rate, or anyone being hurt, killed or arrested related to this topic.

The impact is contributing to the problem, greatly. With the lack of coverage, the social norm of binge drinking, drinking and driving is being accepted and is not viewed as dangerous.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

There are so many advertisements all over the community that youth and adults can't go anywhere in town without seeing something related to alcohol. Being that the advertising is so prevalent in the community, there is a sense of acceptance for use by nearly anyone.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	X	

Due what is perceived as a large amount of advertising locally concerning alcohol and drinking and driving it would appear that promotion is a large issue and should be a large concern for the county.

SCHOOL POLICIES – PART 3

QUESTION 37

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Students feel there are inconsistent treatment and other report that they see teachers ignore students' use of drugs and alcohol. The school reports that there aren't any school-based services to identify students at higher risk. The policies they do have are not specific and haven't been updated in many years.

It would benefit the students, schools and community if the school was more pro-active in prevention efforts. This includes updating policy and procedure, use referrals for at-risk students and show consistency in implementation to show the students to the contrary of what they claim.

QUESTION 38

Based on these considerations, to what degree do you believe your school district's policies and programs in your community are impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact

0 1 2 3 4 5 X 7 8 9 10

Major impact

With the perceived lack of school enforcement and cooperation, the current policy appear to be not enforced or not as effective as could be.

MEDICAL FIELD INFORMATION – PART 3**QUESTION 39**

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug about in your area? Explain the rationale for your response.

More education on the topic is wanted. Local prescribers have expressed much appreciation for the medication drop box and have been supportive and cooperative with getting the word out about its location.

Prescribers have expressed concern about proper training on identifying patients who are med-seeking. They recognize the concern and the problem and want to play a role in addressing the problem.

QUESTION 40

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

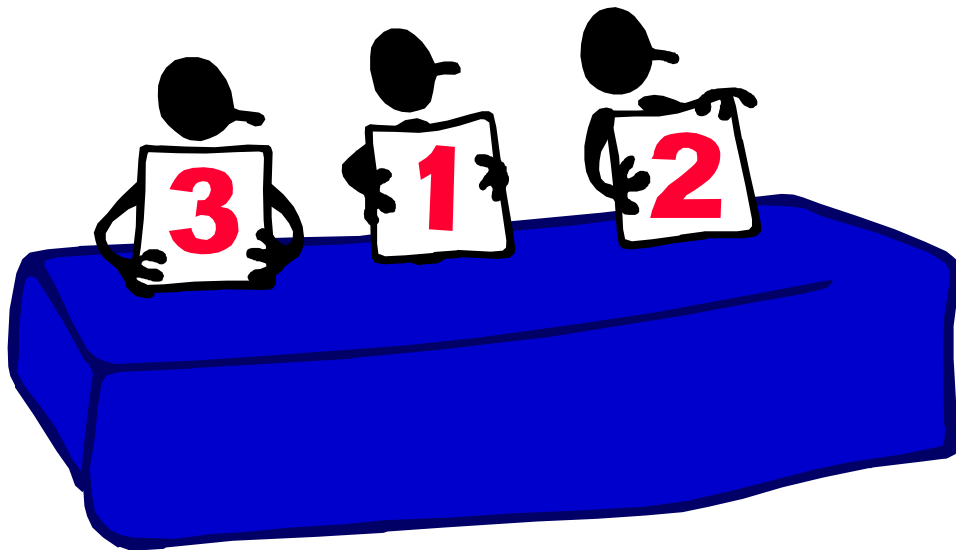
No impact

0 1 2 3 4 5 6 X 8 9 10

Major impact

Based on key informant interviews the medical field is having a positive impact on education of patients and community members but could still utilize more printed materials and media coverage.

Prioritization



Task Three:
**Rank the Four Causal Areas from the Greatest Contributor to Your
Community's Problems to the Smallest Contributor**

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
9	3	Retail Availability
8	4	Criminal Justice
10	1	Social Availability
10	2	Promotion
6	6	School Policy
7	5	Medical

QUESTION 41

Provide the rationale for your rankings of the causal factors.

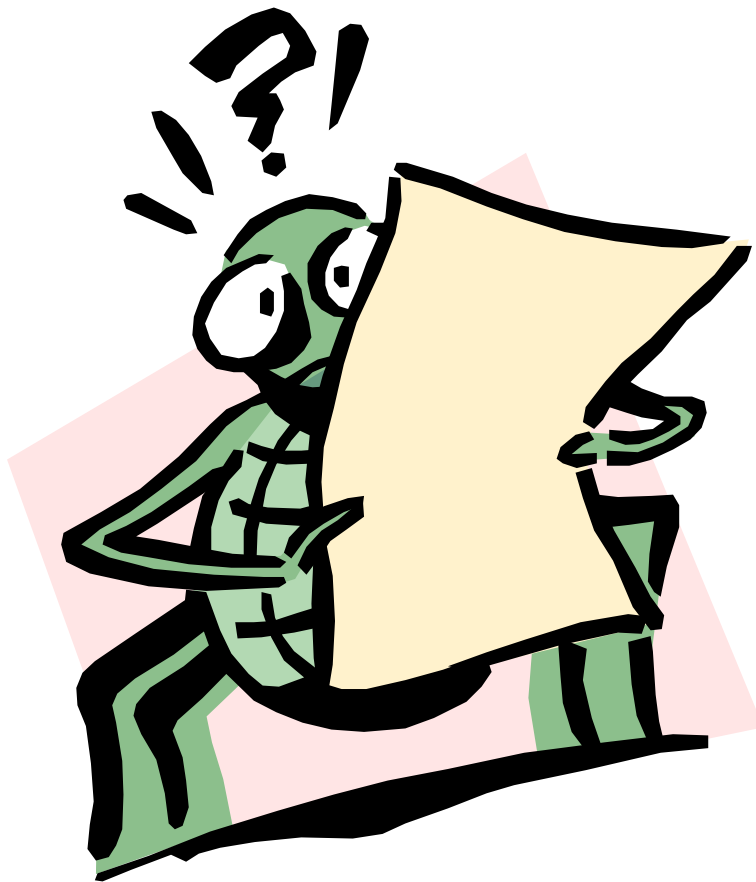
While several of the scores were the same, prioritization was done by area that is most likely to have results. Social Availability is a continuous issue identified in nearly every one of the interviews and surveys completed. It is possible that adult/parent/caregiver education and programs could help bring light to the problem and give them tools to address it in their own homes.

Promotion is also an area that could have more success in change. It would be “easier” to have establishments implement their own policies for promotion and have school and other community events have standards and practices related to alcohol related sponsorship.

There was a lot of concern expressed over the criminal justice system being unreliable and inconsistent. While this problem is concerning, it’s more difficult to get changes done in that sector. At the same time, those involved with the criminal justice sector are very cooperative and understand their limitations. They are always supportive and realistic when approached with prevention ideas. As stated before, they do the best they can with what they have.

Retail availability is the final sector on the list of priorities because they are already doing things to address the problem. Establishments are compliant with the server training requirements and the majority of them do a sufficient job at implementing their training. The identified issue with most retailers isn’t fake ID’s or “snatch and grabs” but older, of-age persons purchasing alcohol for those underage.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

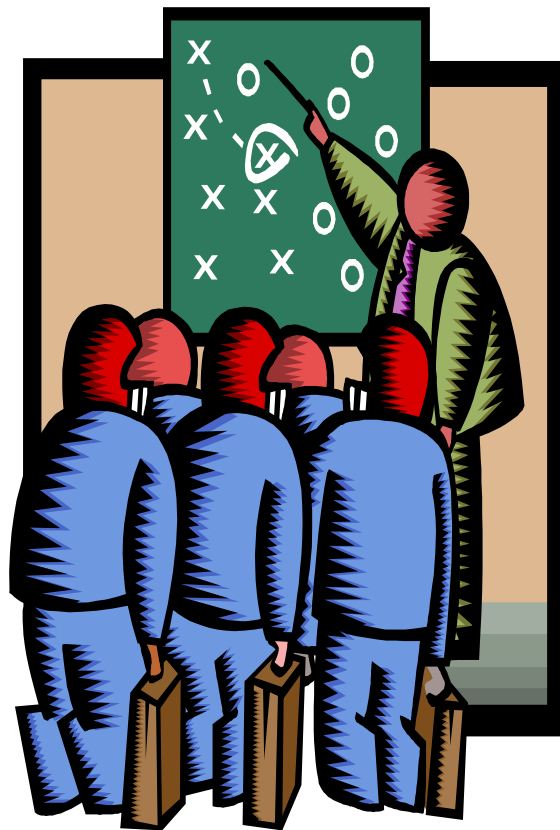
Final Needs Assessment Question

QUESTION 42

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? Which specific causal factors will you target Montana Community Change Project and why?

Although it is unlikely that the community is going to be willing to address the issues to impact of all existing problems, many issues can begin to be approached. Many are willing to identify there is a problem, and this is where we need to start addressing issues. That said social availability, and retail availability may be the areas in which change can be made. Merchant education as well as community educational efforts will be one of the areas where efforts will be concentrated. Educational efforts within the school system and local organizations maybe the most effective method to begin change with younger citizens, creating and or assisting with chemical free events and alternative activities will be of vital importance to assist in a positive change for the community.

Strategies



Task Six:
Focus of Effects Supported by Data Analysis